



The Persuasive Message

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Curriculum Area	Language Arts
Subject Area	Media Education, Persuasive Writing
Grade Level	8 th grade
Learning Objectives	<ul style="list-style-type: none"> • The student will recognize persuasive techniques. • The student will identify these techniques in a variety of media. • The student will look carefully at the language of advertising and its truthfulness. • The student will apply these techniques in an original product promotion.
Correlation to the SOL	English 8.3, 8.5, 8.6 C/T 8.1, 8.4
Video/Technology Hardware/Software Needed	<p>For class: Computer with Internet connection Computer Projection System Word Processing software (such as <i>ClarisWorks</i> or <i>Microsoft Word</i>) Drawing software (such as <i>ClarisWorks</i> or <i>KidPix</i>) Television and VCR</p> <p>For each team of 2 students: Computer with Internet connection and printer Word Processing software (such as <i>ClarisWorks</i> or <i>Microsoft Word</i>) Drawing software (such as <i>ClarisWorks</i> or <i>KidPix</i>) Presentation software (such as <i>HyperStudio</i> or <i>PowerPoint</i>) Web Authoring software (such as <i>Front Page</i> or <i>Netscape Composer</i>)</p> <p>Web Sites: Snap: http://www.snap.com Time: http://www.time.com/time/ Excite: http://www.excite.com</p>

Materials Required	For the class: Magazines, newspapers, pre-recorded commercials
Procedures/Activities	<ol style="list-style-type: none"> 1. Divide the class into small groups of 3-4 students and distribute a selection of magazines and newspapers to each group. Discuss the five persuasive techniques generally used by advertisers. As each one is explained, each group should look through the periodicals and find several examples of that particular technique. They include: <ul style="list-style-type: none"> • Bandwagon: getting someone to do something because everybody else is doing it • Testimonial: using the words of someone famous to persuade you • Transfer: using the name or picture of someone famous but not a direct quote to persuade • Repetition: repeating the product name several times • Emotional words: using words that have strong connotations and make you feel strongly about someone or something 2. After all of the techniques have been supported by clear examples, ask the students to examine the words the advertiser chose to promote the product. Pay special attention to the verbs. Have each group make a list of the most persuasive verbs they can find. Next, have them examine the images that were chosen. Let several volunteers hold up their copy of the magazine and explain why they think that image was used and whether it was effective or not. 3. Review several pre-taped commercials as a class. Have each group identify the five persuasive techniques used. Ask, "Are there any differences?" Again, have the groups make lists of the persuasive verbs and images. 4. Next divide the students into pairs. Have each pair find examples of advertising on the Web such as those ads found on the above Web sites (there are many others that could be used). Analyze the various techniques that Web advertisers use. Ask, "Is there a different emphasis than in what is found in the print and broadcast media? Is the marketing audience different for print and non-print advertising?" 5. Tell the students that each team of two has been hired to come up with an advertisement for a new product called Yum Yum Bubble Gum. They can choose to make an advertisement for a magazine, newspaper, or the Web. They may use drawing software, presentation software, and/or Web authoring software for the final product. They will need to demonstrate the use of at least two of the persuasive techniques.
Content Assessment	Each team submits a self-evaluation which includes identifying the techniques used and why they used them. The class will rate each advertisement from 1 to 5 (with 5 meaning "I'm running right out to buy this now!")
Technology Integration Assessment	The teacher will assess student use of the technology through observation and through the final presentation.
Extensions	<p>Social Science: Students can study historical speeches for the use of the basic techniques of persuasion. When comparing several speeches, they can identify what they have in common and which techniques are used most effectively.</p> <p>Media: Students can produce advertisements for student events at the school or in the community to place on the school Web page. They can evaluate their effectiveness based on response.</p>